



# SUPPORT PALLIATIVE CARE AT MOTT



Dear Supporters,

Please join us in making a difference in the lives of children facing unthinkable battles. We are counting on families and organizations to help us bring comfort, hope, and healing to children receiving Palliative Care at C.S. Mott Children's Hospital through the 4th Annual Run, Walk N Roll 5K.

***"Run, Walk N Roll 5K is an incredible way to make something beautiful from all the brokenness and suffering my family, and especially Elizabeth, has been through...."***

*~ Claire Sheeren, sibling of Palliative Care patient*

***"I love seeing the difference in Bella's emotional and physical health with the gift of music given through Music Therapy. The therapy has seen her through painful procedures as a distraction, helping her relax when she needed it."***

*~ Kristin Watkins, parent of Bella (age 9)*

***"Medical Massage Therapy was not available before Run, Walk N Roll 5K. I am so grateful for our community in helping us bring this important treatment option — to help patients cope with the ongoing pain, nausea, and stress that come with chronic illness. Massage therapy allows patients the chance to experience moments of peace and relaxation— something that is not easily found when dealing with serious illness. It also offers a way to relieve pain and tension without additional medication."***

*~ Elizabeth Sheeren, Palliative Care patient*

C.S. Mott Children's Hospital is a remarkable place, filled with tireless, committed health care professionals. It is also a place filled with children who wish they could be anywhere else: at home, at school, playing with friends, or just living a typical childhood day.

Your generous gift to Elizabeth's Courage Fund, in support of the 2022 Run, Walk n Roll 5K, allows these children to feel some of these simple pleasures. Additionally, the parents receive much needed mental health support to help them manage the enormous challenge of daily living with a very sick child.

Our 2022 event will be Saturday, June 18th. We would be honored if you would partner with us to invest in this worthy cause. Together we can make a difference for these children.

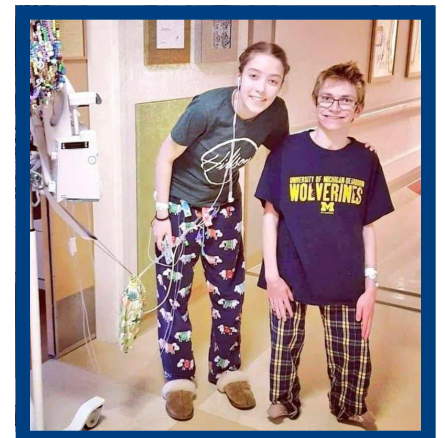
Thank you – from Elizabeth and all of the patients, and from each family in the Palliative Care program. We are incredibly grateful for your support.

Many Blessings,

The Sheeren Family

The RWR Executive Committee:

Claire and Julie Sheeren, Melissa Connell, Kathy Brennan,  
Liz Homsy, Maureen Krasner, Stacey Jeup-Bilderbeck,  
Betsy Enders, Jill Bommarito, and Shari Warezak





# SUPPORT PALLIATIVE CARE AT MOTT



## THE WHY

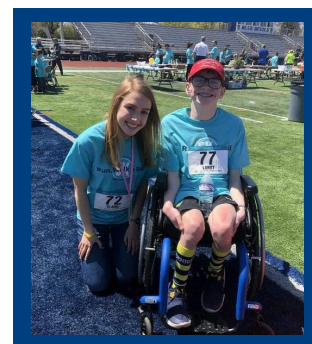
The Run, Walk n Roll 5K was started in 2019 to raise money for the Palliative Care Program at The University of Michigan's C.S. Mott Children's Hospital. Palliative Care, alongside other medical teams in the hospital system, focuses on improving the quality of life of patients with chronic and/or terminal diseases. Palliative Care's holistic approach focuses on patient comfort that includes reducing pain and nausea, minimizing hospital stays, and supporting the emotional needs of the child and family.



Claire Sheeren, the Executive Director and co-founder, originated this fundraising event after seeing the difference Palliative Care made directly for her family. Claire's older sister Elizabeth has a complex, progressive, and incurable immune disease and has greatly benefitted from the work of the Palliative Care team at Mott. The success from our first event enabled us to start the [Elizabeth's Courage Fund](#) within Michigan Medicine, and to date we have raised over \$175,000 to support Palliative Care.

## THE WHAT

The 2022 Run, Walk n Roll 5K event will return to its original location, Grosse Pointe South High School, on **Saturday, June 18th**. This is an inclusive event designed to give *everyone* a chance to participate -- whether on foot, or in wheelchairs, adaptive bikes, or strollers. We will again have a virtual option, so friends and family can participate both near and far! All participants will receive a race shirt with their registration, and the local Grosse Pointe event will be a chip-timed, USATF-certified 5K course.



### 2019: Run, Walk n Roll 5K

- Inaugural year
- 44 corporate sponsors
- 550 registrants
- 50 volunteers
- Total raised: \$46,027

### 2020: Virtual Fundraiser

- Modified due to COVID
- 330 donations
- Donors from 40 states and 3 countries
- Total raised: \$39,001

### 2021: Run, Walk n Roll 5K Hybrid

- 331 donations
- 488 registrants
- Participants in 5 countries & 18 states, Grosse Pointe and Ann Arbor
- Total raised: \$87,500

## THE HOW

By sponsoring the Run, Walk n Roll 5K you can help young people like Elizabeth thrive despite the circumstances and challenges they face. As a sponsor, your donation will directly impact the quality of life of children supported by the Mott Palliative Care team, and provide life-changing comfort and care. Examples of programs funded by Elizabeth's Courage Fund include:

- [Music Therapy](#) designed for complex chronic illness, NICU, and end-of life situations
- [Caregiver Emotional Support Groups](#) (Mood Lifters™) for parents facing unthinkable battles
- [Medical Massage Therapy](#) to help alleviate nausea, pain, and anxiety and improve quality of life



[run-walk-roll.org](http://run-walk-roll.org)

Elizabeth's Courage Fund is managed under The Regents of the University of Michigan, a 501(c)(3) nonprofit tax exempt organization (federal tax ID number 38-6006309)



# SPONSORSHIP OPPORTUNITIES



- Your generous support of [Elizabeth's Courage Fund](#) helps the [Palliative Care Team](#) provide life-changing comfort and care to families with children facing serious medical challenges.
- We hope to expand the [Medical Massage & Music Therapy](#) programs to reach more patients, but we need your donations to make this happen!

SPONSORSHIP BENEFITS	PRESENTING \$10,000	PREMIER \$5,000	PLATINUM \$2500	GOLD \$1000	SILVER \$500
Complimentary race entries	10	8	4	2	1
Logo on event website with click-thru link					
Social Media Recognition - Facebook & Instagram	Tagged in race stories, posts & exclusives as Presenting Sponsor	Three exclusives + all group posts	One exclusive + all group posts	Included in all group posts	Included in all group posts
Option to provide marketing item for race packets					
Race Shirt	 Largest Logo	 Large Logo	 Medium Logo	 Small Logo	Name Only
Logo on Event Banner	 Largest Logo	 Large Logo	 Medium Logo	 Small Logo	
Logo on Event Poster and Flyer					
Promotional space at Start/Finish					
Logo on Lawn Sign					
Logo on Race Bib					
Podium Recognition & Corporate Banner					



# SPONSORSHIP SIGN-UP



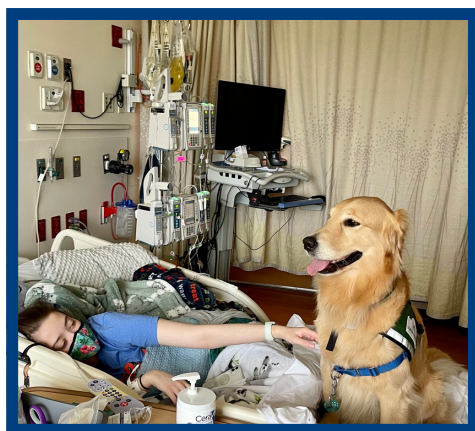
Donor Name\_\_\_\_\_

Address:\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsor Name for Social Media/Event T Shirt:\_\_\_\_\_



## **LEVEL OF SPONSORSHIP**

Presenting \$10,000\_\_\_\_\_

Premier \$5,000\_\_\_\_\_

Platinum \$2,500\_\_\_\_\_

Gold \$1,000\_\_\_\_\_

Silver \$500\_\_\_\_\_

In Kind (Goods/Services)\_\_\_\_\_

\*Underwriting opportunities  
available, please contact us  
to discuss.



## **TO PAY BY CREDIT CARD:**

Go to RUN-WALK-ROLL.ORG (Donate)

## **TO PAY BY CHECK, PLEASE MAKE PAYABLE TO:**

“Elizabeth’s Courage Fund” or “The Regents of the University of Michigan”

Run, Walk n Roll 5K

c/o The Sheeren Family

524 Washington Road

Grosse Pointe, Michigan 48230

## **ARTWORK & MARKETING ITEMS**

-> High-Resolution Logo due by 5/1

email: runwalknroll5k@gmail.com

-> Marketing Item for Race Packet due by 5/20

drop off: 86 Kercheval Ave, GP Farms

**THANK YOU FOR YOUR GENEROUS SUPPORT!**

[run-walk-roll.org](http://run-walk-roll.org)

[runwalknroll5k@gmail.com](mailto:runwalknroll5k@gmail.com)

313-682-8880

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